

ABSTRACT

The usefulness of content (target content), such as advertisements, may be increased by determining additional content and providing such additional
5 content in association with the content. The target content may be text, a Web page, a URL, a search query, etc. The additional content might be related suggested queries (e.g. "Try a search for _____"), news articles (or excerpts or summaries thereof), reviews (or excerpts or summaries thereof), advertisements, user group messages, etc.